

- per dirigenti, segretarie e businessmen
- parole utili, frasi e espressioni
- E' un corso di livello "inglese avanzato", destinato a coloro che hanno una conoscenza discreta o buona dell'inglese

L'obiettivo principale di questo corso è di offrire un modo conciso e pratico per imparare parole e frasi chiave indispensabili, utili e comuni in inglese, attinenti ai diversi argomenti commerciali che incontrano quotidianamente dirigenti o, più generalmente, tutti coloro che sono impegnati nel business. Questo manuale non vuole essere un corso completo di inglese d'affari, ma piuttosto una "guida di conversazione commerciale", che vi aiuterà a rinfrescare e a potenziare la vostra conoscenza dell'inglese.

Per ogni argomento sono presentate delle frasi, divise in campi tematici. Accanto ad ogni frase, troverete la traduzione in italiano delle parole chiave, dei concetti o delle espressioni ritenuti fondamentali per la comprensione del contesto.

Inoltre, alla fine di ogni argomento, troverete un certo numero di opzioni per migliorare la vostra espressione, sotto il titolo "Come...". Naturalmente, queste frasi rappresentano solo una parte delle numerose possibilità esistenti in inglese. Lo scopo è di presentarvi le varie sfumature della lingua e di proporvi alcune formulazioni e diversi stili per la stessa idea, dalle espressioni più cortesi e sobrie, fino a quelle evasive, rivelanti disaccordo, meno cordiali, al limite dell'impazienza. Il corso comprende anche delle frasi da usare per fare bella figura. Potrete così "insaporire" il vostro linguaggio grazie a espressioni dal tono colloquiale, molto comuni nella lingua commerciale parlata.

Argomenti di studio:

- 1) CORPORATE MANAGEMENT
 - GESTIONE AZIENDALE
- 2) BANKING AND STOCK EXCHANGE
 - BANCA E BORSA
- 3) ECONOMICS AND FINANCE
 - ECONOMIA E FINANZA
- 4) CONTRACTS AND AGREEMENTS
 - CONTRATTI E ACCORDI
- 5) RESEARCH AND DEVELOPMENT
 - RICERCA E SVILUPPO
- 6) MEETINGS AND NEGOTIATIONS
 - APPUNTAMENTI E TRATTATIVE
- 7) MARKETING AND SALES
 - MARKETING E VENDITE
- 8) TRANSPORTATION AND INSURANCE
 - TRASPORTO E ASSICURAZIONE
- 9) EXHIBITIONS AND TRADE FAIRS
 - MOSTRE E FIERE
- 10) ADVERTISING AND PUBLIC RELATIONS
 - PUBBLICITA' E P.R.
- 11) LEGAL ASPECTS
 - ASPETTI LEGALI



1. CORPORATE MANAGEMENT

Gestione Aziendale

The meeting

L'appuntamento

The board of directors meets every three months.
Il consiglio d'amministrazione

The board of directors is appointed by the general meeting of the shareholders.

Gli azionisti

Dividends are distributed periodically among the shareholders.

Dividendi

The amount of a dividend depends on the net profit of... achieved by...

Utile netto

A copy of the annual report is delivered to all participants.

Il resoconto annuale

The **balance sheet** is attached to the annual report.
Il bilancio

Directors are asked to study the **documents** beforehand.

Documenti

At the meeting, **the chairman of the board** sits at the head of the table.

Il presidente del consiglio di amministrazione

The **president of the corporation** sits by his side.
Il presidente dell'impresa

The chairman conducts the meeting according to the **agenda**.

Ordine del giorno

The agenda is a list of **items** to be discussed during the meeting.

Temi

The agenda is **made known** weeks before the meeting.

Pubblicato

During the meeting, future **strategies** are discussed.
Strategie

The general **policy** is decided upon.
Politica

New ventures will be taken into consideration.
Nuove iniziative imprenditoriali

Legal aspects of **joint ventures** will be carefully studied.

Joint ventures

Before a **resolution** is passed, every manager may **express his opinion**.

Risoluzione; esprimere la propria opinione

In most cases, the final decision is determined by **the majority**.

La maggioranza

Our president can **place a veto** on most decisions.

Opporre il proprio veto

Merger agreements have to be evaluated in great detail.

Fusione

A merger has to be agreed upon **unanimously**.

All'unanimità

Risky projects may **be cancelled** or postponed until a more suitable time.

Essere annullati

The general director is responsible for **executing** the decisions.

Messa in atto

Sometimes he may need to **take on** additional directors.

Assumere

These executives will be given special **tasks**.

Funzioni

Some projects will be given to an **independent contractor**.

Appaltatore indipendente

These contractors may pass the job on to a **sub-contractor**.

Subappaltatore

Department managers present their report.

Capi di uffici

Each department is allotted an **annual budget**.

Bilancio annuale

Managers are expected to **abide** by the budget.

Attenersi a

Corporate Positions

Cariche aziendali

The managing director is one of the directors, chosen to manage the company's business.

Amministratore delegato

He is responsible for seeing to it that **board decisions** are carried out.

Decisioni del consiglio

A good manager has to make decisions, to direct, **to coordinate** and to control.

Agire coordinatamente

In a large and complex enterprise, these functions have to be **decentralized**.

Decentralizzate

Managers should **delegate** some of their authority to their assistants.

Delegare

All the **branch managers** attend the meeting.

Direttori delle succursali

The research director **outlines the latest developments**.

Descrive a grandi linee gli ultimi sviluppi

The production manager will **consult** others, if technical problems occur.

Si consulterà

The personnel manager is consulted, if more staff is needed.

Il direttore del personale

He will also prepare their **training program**.

Il programma di formazione

The financial manager will present the **expenditure** forecast.

Spese

The chief accountant prepares **the budget report**.

Il rapporto del bilancio

Together they present **the financial statement**.

Il rendiconto finanziario

Assets and liabilities represent the two sides of the monetary balance.

Attività e passività

At the end of the year, the accounts have to be **balanced**.

Bilanciati

The financial status of **subsidiary companies** is presented.

Società controllate

Rehabilitation of a company is not always worthwhile.

Riabilitazione

Sometimes it is better to **dissolve** a company.

Sciogliere

Then it can **liquidate** its debts.

Saldare

Our firm always discharges its **obligations**.

Obblighi

All our companies have a **limited liability**.

Responsabilità limitata

In a **joint liability** enterprise, each partner is liable for the partnership debts.

Responsabilità mista

The chief buyer of a big firm is a specially trained, highly qualified expert.

Il principale acquirente

He is in charge of the **purchasing department**.

Ufficio acquisti

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He makes all the **acquisitions** from the suppliers.

Acquisizioni

Large acquisitions have to be **approved** by the board.

Approvate

The marketing manager introduces new **channels of distribution**.

Canali di distribuzione

Ideas for **sales promotion** are presented.

Promozione delle vendite

These ideas are intended to increase the **sales turnover**.

Volume delle vendite

Summaries and Reports

Sommari e resoconti

The minutes are the summary of the meeting.

Il verbale

The minutes are the **protocol of the proceedings**.

Il protocollo degli atti

They are kept to serve as a **brief** of the meeting.

Sunto

The managers' **subordinates** will then receive notice of the new decisions.

The firm's **bulletin** publishes new directions and policies.

Il bollettino

It is assumed that all the employees read the bulletin **attentively**.

Attentamente

Therefore it is taken for granted that they are **up to date**.

Al corrente

Sometimes we publish and distribute a **circular**.

Una circolare

Correspondence within an enterprise is conducted by **memos**.

Memoranda

A memo is a **reminder** and it is kept short.

Promemoria

A **report**, on the other hand, may reach the size of a book.

Resoconto

The report should have a clear **self-explanatory** title.

Esplicito

The report will present **objective findings** and personal opinions.

Risultati obiettivi

It reaches **conclusions** that are based on facts.

Practical **recommendations** are summarized at the end.

Segnalazioni

Sometimes it is followed by **appendices** and a bibliography.

Appendix

management

Gestione

We are looking into a new **T.Q.M.** (Total Quality Management) program.

La qualità totale

This program encourages workers to show **initiative**.

Iniziativa

We hope that it will increase **productivity**.

Produttività

Incentives are offered to productive workers.

Incentivi

They are encouraged to think in terms of **efficiency**.

Efficienza

import and export

Import-export

This year a lot of **emphasis** is being placed on exporting.

Accento

We will export **domestic** goods world wide.

Locali

The **Chamber of Commerce** can help us in this matter.

Camera di commercio

It has information about international **trade restrictions**.

Restrizioni commerciali

Parliament legislates (makes laws); the Government **enforces** them.

Applica

We have a worldwide **distribution** network.

Distribuzione

We **represent** many local and international firms.

Rappresentiamo

The many import restrictions in force protect **local manufacturers**.

Produttori locali

The restrictions are enforced by **tariff protection**.

Tariffe doganali

personnel

Il personale

Candidates apply for new openings after reading our **classified** ad.

Annuncio economico

When a vacancy is advertised, **candidates** of either sex may apply.

Candidati

The rule of **Equal Opportunity** in Employment Law establishes their right.

Pari opportunità

The law forbids **discrimination** in employment.

Discriminazione

Professional **qualifications** should be the only consideration for hiring a new worker.

Qualifiche

Vacancies can be specific. For example: “English speakers only”...

Posti vacanti

...or “a secretary who can take **shorthand**”.

Stenografia

All applicants have to fill out an **application form**.

Modulo di domanda

They are asked to provide their **curriculum vitae**.

Curriculum vitae

It is customary to annex to it recommendations from **previous employers**.

Precedenti datori di lavoro

This is impossible if the applicant wishes to be **discreet** about leaving his present place of work.

Discreto

The **personnel manager** hires and fires the employees.

Direttore del personale

He also decides whether to **promote** workers.

Promuovere

For hiring professional workers, the service of an **employment agency** may be used.

Agenzia di collocamento

These agencies also supply **part time workers**.

Lavoratore part-time

For a big seasonal **undertaking, temporary workers** are hired.

Progetto; Lavoratori temporanei

They are paid a **basic wage** and a bonus.

Paga base

A worker gets **tenure** only after being with the firm for three years.

Incarico

Workers at all levels receive **fringe benefits**.

Indennità accessorie

These benefits are agreed upon by common consent of the company and the **labor/trade unions**.

I sindacati

All our employees **retire** at the age of sixty five.

Vanno in pensione

They are then still covered by a **health care plan**...

Convenzione sanitaria

...and they have a regular income from their **retirement pension**.

Pensione di anzianità

how to consult?

Come consultare?

If I were in your place I would try to...

I think it would be a good idea to...

You'd better talk to him about...

I'd suggest that you first try...

I think that you must report the...

Why don't you consult with ... on the matter.

You would be better off going to...

Have you tried writing a letter to...?

I would strongly advise postponing it.

You don't really have a choice, do you?

I don't think you have any alternative.

Oh no, don't do that, before you consider it further.

That's a bad idea; it's a waste of time.

I don't think it would be advisable to...

I can't recommend ... at the moment.

I wouldn't do that, if I were you.

It might be a good idea to look at it this way.

Have you considered the possibility of...?

phrases that make a special impression

Frasi che fanno ottima impressione

This business is a real **rat race**, you have to be exceptionally alert to succeed.

Competizione sfrenata

Your firm has been **falling behind** on payments, we'll have to reduce your credit.

Restare indietro

I can't be at the board meeting today, can you **sit in** for me?

Sostituire

I've closed six deals today and written two contracts. Well, it's **all in a day's work**.

Un giorno di lavoro come un altro

Let's **get it over** with. There's no time like the present.

Finire





2. BANKING AND STOCK EXCHANGE

Banca e borsa

personal banking

Gestione individuale

I want to open a **bank account**.

Conto bancario

Just a regular **checking account**.

Conto corrente

We need two **identification documents**.

Documenti d'identità

Here is my **identity card** and passport.

Carta d'identità

Please fill out this **form**.

Modulo

Sign here please, this will be your **specimen** signature.

Campione

Would you like to open a **savings account** as well?

Libretto di risparmio

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Just talk to someone in our **savings department**; they will give you further details.

Ufficio risparmio

Credit is given after three months of regular salary deposits.

Credito

My salary will be **transferred** to this account automatically.

Verrà fatto un bonifico

In that case we can issue a **credit card** immediately.

Carta di credito

Credit cards allow one to buy things without carrying a lot of **cash** around.

Contanti

Payments are made at the beginning of the following month, and no **interest** is charged.

Interessi

Large purchases can be paid for in **monthly instalments**.

Rate mensili

Will I be able to **withdraw cash** from another branch with this card?

Prelevare soldi

Of course, you can use the **cash dispenser** with your credit card.

Bancomat

I'll need a list of your **bank's branches**.

Filiali

I have to order **cheque books** with my new address.

Libretti degli assegni

Would you like to allow anyone else to **draw** money from your account?

Prelevare

The drawer is the person writing out or drawing the cheque.

Colui che ritira

The drawee is the bank on which the cheque is made payable.

Il trattario

The payee is **the beneficiary**, the person to whom the cheque is made payable.

Il beneficiario

What is the **balance** of my account?

Il saldo

I wrote a few **post-dated cheques**, and I'd like to check my balance.

Assegni postdatati

You have quite a large **overdraft** this month.

Scoperto

Two of the cheques you deposited have **bounced**.

Sono stati respinti

Your account will be **limited** until you cover your debt.
Limitato

Can I **cash** this cheque, please?
Incassare

No, this is a **post-dated** cheque. It can only be cashed on the date specified.
Postdatato

Is there is a **commission** charged for cashing travellers' cheques?
Commissione

Yes, there is a 5% **fee** charged on all transactions.
Parcella

I would like to exchange some **foreign currency**.
Valuta estera

What is the **exchange rate** for U.S. Dollars?
Tasso di cambio

Is it possible to deposit some **valuables** in the bank's safe?
Oggetti di valore

Our bank rents **safe-boxes** for depositing valuable objects.
Cassette di sicurezza

The **rental** does not include insurance.
Affitto

The **safe deposit department** is right down the stairs.

business banking

Gestione commerciale

I would like to speak to the **bank manager** please.
Direttore di banca

I am afraid I'll need a larger **credit**.
Credito

We can't grant more credit unless you can provide sufficient **collateral**.
Garanzia collaterale

Has your firm ever declared **bankruptcy**?
Bancarotta

No, I had to **liquidate** my last company, but all debts were settled.
Liquidare

Can I **borrow money** from the bank, meanwhile?
Ricorrere ad un prestito

I have a rather tight **cash flow** at the moment.
Flusso di cassa

Apply for a loan. I'm sure it will be approved.
Chiedere un prestito

For the time being, we will lend you money at **low interest**.
Interessi bassi

We will check if your collateral is **adequate**.
Sufficiente

I'm sorry, we cannot **advance money** until we get approval.
Anticipare soldi

The **loan department** will check your request and give you an answer by tomorrow morning
Servizio prestiti

I'll need a **statement** of all my accounts.
Estratto conto

Please see any of the **tellers**; they will help you.
Cassiere

This is a cheque made out to my firm. Can I **deposit** it in my account?
Versare

A non-transferable or **crossed cheque** will be paid only into the payee's bank account.
Assegno barrato

A **cheque to bearer** will be paid to whoever presents it.
Assegno al portatore

A crossed cheque is **not negotiable** and cannot be cashed over the counter.
Non trasferibile

It can only be **paid** into a bank account.
Versato

An **endorsed cheque** changes hands and responsibility as well.

Assegno girato

The **endorsee** then pays the cheque in to his own account

Il giratorio

A **bill of exchange** is often used like a cheque in international trade.

Cambiale

A **letter of credit** ties up the buyer's money, in the seller's favor.

Lettera di credito

It is an arrangement with a bank **to guarantee** payment to the seller.

Garantire

Is this the **foreign exchange department**?

Reparto cambio estero

What is the **rate of exchange** for the U.S. dollar?

Tasso di cambio

The **foreign exchange market** has been unstable lately.

Mercato dei cambi

The **selling rate** changes every day.

Tasso di vendita

The **central bank** announces a new rate of exchange every day.

Banca centrale

Any **transaction** carried out after lunchtime is regarded as the next business day's transaction.

Transazione

The bank's selling rate of foreign currency is higher than its **buying rate**.

Tasso di acquisto

Is it wise to **invest** in foreign currency?

Investire

It's hard to tell, and you know these investments don't offer a **high interest** rate.

Interessi alti

the stock exchange

La Borsa

A firm can **raise money** by issuing stock to the public.

Raccogliere denaro

The **issued share capital** is the amount of money which is raised by selling the stock.

Capitale azionario emesso

These shares are sold at **cost price**.

Prezzo di costo

The situation of shares on the stock exchange was **stable** before the weekend. Nothing rose or fell to any great extent.

Stabile

The Stock Exchange quotes shares and **stock** twice a day.

Capitale azionario

There is a morning, **opening quotation** and an end-of-the-day, closing one.

Quotazione all'apertura

On the London Stock Exchange, the **broker** acts for his clients.

Agente di cambio

He receives a **commission** in return for his work.

Commissione

The **jobber** buys and sells for his own account and at his own risk.

Jobber

On other stock exchanges, there is no difference between broker and jobber, they both perform the same **tasks**.

Funzioni

If you are not an expert on the stock exchange, you might want to invest in a **trust fund**.

Fondo fiduciario

These funds invest in shares and **bonds**, and collect a commission on revenues.

Obbligazioni

The Dow Jones **industrial average** totals the prices of 30 representative stocks.

L'indice industriale

Then it deducts compensation for stock splits and

The result on the New York Stock Exchange shows the **trend** of the market.

Tendenza

There has been a **steady market** for the last few months.

Mercato stabile

The market has been **strong** since the beginning of the year.

Forte

Trade is **booming** and prices have reached an all-time high.

In forte ascesa

Many shares **picked up** and reached an all-time peak.

Si sono riprese

Share **rating** is subject to fast changes.

La valutazione

The **face value** of a share does not determine its market value.

Il valore nominale

The value of a share is calculated according to **supply and demand**.

Domanda e offerta

how to ask for information

I would like to make some inquiries about ...

There are several questions I would like to ask.

Can you please quote me...?

Please supply some more information on...

Can you show me how to...?

Can you provide further information on...?

I need some information.

Do you have a different idea on...?

I need to consult you about...

How can I get a detailed description?

How can I get some more technical information?

Can you supply me with additional references?

I want to ask your opinion.

This information is strictly confidential.

I would be grateful if you could let me know...

I would be grateful if you would assist me.

Your experience will be helpful.

I would appreciate your help very much.

phrases that make a special impression

Frasi che fanno ottima impressione

You must absolutely invest in these shares! It's **a once in a life-time** opportunity!

Investing in stock is like a **roll of the dice**; sometimes you win and sometimes you lose.

O la va o la spacca

If you want to invest in bonds and shares, it's a good idea to be **up to date** on the market's trend.

Al corrente

Despite the market's **ups and downs**, my investments have shown a profit.

Alti e bassi

I didn't sell out on time, so I lost some money. Well, you know what they say, **easy come easy go**.

Quello che si guadagna facilmente, si perde facilmente

If the **worst comes to the worst** and I lose all my money, I still have my pension fund.

Nel peggiore dei casi



3. ECONOMICS AND FINANCE

Economia e finanza

general terms

Termini generali

Macro-economics studies **economic phenomena** at the level of the national economy.

Fenomeni economici

Micro-economics, on the other hand, studies enterprises, or firms, and their connection with the national economy.

Microeconomia

Two main economic systems coexist in **contemporary** society: market economy and central planned economy.

Contemporanea

Market economy is a free market which is guided by supply and demand.

Economia di mercato

It is also known as the **free enterprise** system.

Libera iniziativa

The market-oriented economic system is never static; it has booms, **depressions**, revival - and trade cycles.

Depressione

During a **recession**, production is reduced.

Recessione

This happens because **private consumption** decreases.

Consumo privato

Central planned economy, on the other hand, follows a plan determined by a central governing body.

Economia pianificata a livello centrale

Political economy studies the problems of production, circulation and **consumption** of goods.

Consumo

Production is the amount of goods actually manufactured in a given **interval of time**.

Produzione; intervallo

Productivity is the average amount of goods produced by one worker in a given period or unit of time.

Produttività

GNP, gross national product, is the total wealth earned or brought into existence by a country in a particular year.

PNL, Prodotto nazionale lordo

The GNP is usually larger when a country has **economic stability**.

Stabilità economica

Economic planning aims at balancing needs with

Productivity will be higher if a country has good **means of production**.

Mezzi di produzione

The means of production depend on the country's level of **industrialization**.

Industrializzazione

A **stable currency** reflects a country's political and socio-economic stability.

Moneta stabile

Exports create an **inflow** of foreign currency.

Afflusso

Imports lead to an **outflow** of currency.

Uscita, fuga

Import restrictions are enforced to prevent the outflow of currency.

Restrizioni d'importazione

With a sharp rise in imports, the deficit in the **trade balance increases considerably**.

La bilancia commerciale cresce notevolmente

An economic crisis is a state of low trade activity which occurs cyclically after a period of boom and one of recession.

Una crisi economica

Termini

Supply and demand is a key term in modern economics.

Domanda e offerta

Planning future strategies requires a study of **consumer behaviour**.

Comportamento del consumatore

Consumer goods are products (food, clothing, etc.) and services (doctor's, plumber's etc.) that satisfy direct human needs.

Beni di consumo

Elasticity of demand shows the degree to which demand is sensitive to, or affected by, different price levels.

Elasticità della domanda

The **cost-of-living index** is a means of measuring changes in the cost of living.

Indice del costo della vita

During the Middle Ages, **barter** was a common form of trade.

Il baratto

A commercial firm makes **profit calculations** on capital and income.

Calcoli del profitto

A **cost/benefit analysis** examines and values, if a project needing large investments is profitable (in terms of money or social advantages).

Analisi costi-benefici

Costs are either fixed or variable.

Costi

Fixed costs comprise, among other things, amortization and overheads.

Costi fissi

Overheads are expenses related to the functioning of a business: rent, employees' salaries etc.

Spese generali

Amortization is a cost, but not an expense.

Ammortamento

Expenses are sums of money spent on the running of a business, without adding to the value of its assets.

Spese

An investment in building, machinery, raw materials is **capital expenditure**.

Spesa d'investimento

Manufacturing, sales and financing costs are **variable costs**.

Costi variabili

Commodities are usually materials that require a manufacturing process before they are ready for use.

Prodotti, merci

Prices of commodities are established at commodity exchanges, by the free play of **supply and demand**.

Domanda e offerta

the annual (yearly) report

Il rendiconto annuale

The annual report should reflect the firm's **financial standing**.

Situazione finanziaria

What is the **trend** shown by the report?

Tendenza

The trend is **stable** for the time being.

Stabile

Our firm has a large annual **turnover**.

Volume d'affari

The figures will be presented at the annual **shareholders' meeting**.

Assemblea degli azionisti

Dividends will not be large this year.

Dividendi

The **annual turnover** has increased by 3%.

Volume d'affari annuale

All **investments** are mentioned in the annual report.

Investimenti

The **net revenue** is calculated every quarter.

Utile netto

The report does not show great **profit**.

Profitto

The net income has decreased due to **high/heavy**

Do the figures include the **overhead expenses**?

Costi operativi

Cash flow cannot be predicted accurately.

Flusso di cassa

It can only be **estimated**.

Stimato

How do you calculate the value of a **brand name**?

Marchio

Reputation is considered a **valuable asset**.

Bene di valore

How do you calculate the **depreciation** of dead stock?

Svalutazione

Please examine carefully last year's **balance sheet**.

Bilancio

The value of **fixed assets** has been revised.

Beni fissi

Fixed assets such as real estate can **depreciate** over a period of time.

Deprezzarsi

Current assets, assets which may be used up or turned into cash soon, include investment in research.

Capitale circolante

Liabilities include long term and short term loans.

Debiti

The company's **operating profit** has increased less than expected.

L'utile d'esercizio

We will have to reduce **management expenses** next year.

Spese di gestione

Each company has to **file a return** at the end of the year.

Compilare una dichiarazione dei redditi

The **tax assessor** also receives a monthly report.

Ispettore del fisco

Tax is **assessed according to** the gross revenue.

Stimato secondo

The **financial statement** has to include the evaluation of stock.

Rendiconto finanziario

A large **stock** can be expensive to maintain.

Stock

Evaluation of the stock is based either on cost or on market value.

Valutazione

When setting up a **budget**, both expenditure and revenue have to be forecast.

Budget

All departments are required to submit estimates of their **financial requirements**.

Requisiti finanziari

financing

Finanziamento

There is not enough **capital** to launch a new venture this year.

Capitale

Private **financing companies** charge high interest rates on loans.

Società di finanziamento

We try **to finance** projects from our own resources.

Finanziare

In any case **long-term financing** has to be carefully planned.

Finanziamento a lungo termine

A carefully planned **financing policy** always leaves an amount of money in reserve.

Politica di finanziamento

Due to our steady financial standing, our **credit rating** has always been good.

Affidabilità creditizia

This is why it was easy for us **to obtain security** for loans.

Ottenere sicurezza

We do our best to plan every **monetary year** in

The **capital market** has been unstable this year.

Mercato finanziario

Last year's **inflation rate** was higher than we expected.

Tasso d'inflazione

Due to the high inflation rate, we **shortened the credit period** for customers.

Abbiamo accorciato il periodo di credito

We hope bank **interest rates** will be lowered soon.

Tassi di interesse

Sharp movements in the **stock exchange** have been recorded.

La Borsa valori

Institutional investors had to plan their investments carefully.

Investitori istituzionali

Many companies tried **to issue shares** last year.

Emettere azioni

It is not certain if you will be able to get a **profitable return** on your investment.

Un rendimento proficuo

The taxation policy encouraged investment in industry.

Politica fiscale

New **taxation regulations** have lately been adopted.

Investment incentives were offered to private sectors.
Incentivi all'investimento

One of these incentives was a reduction in the **tax on profits**.

Imposta sui profitti

On the other hand, an **import tax** was legislated, to protect domestic industries.

Tassa d'importazione

The **sales tax / purchase tax** on imported goods was increased by 5%.

Imposta su acquisti/ vendite

A higher **tax on exchange dealings** has also been passed.

Tassa sulle operazioni di cambio

The growing exchange rate of the U.S. dollar has **accelerated inflation** in our country.

Ha accelerato l'inflazione

Due to this, the **local currency** has weakened.

Moneta locale

how to evaluate?

Come valutare

What is your evaluation of the...

I think it will be nearly...

I can assess the ... quite accurately.

How many boxes did you deliver?

I'd say we delivered about ... boxes.

How big is this shipment?

I think there are approximately ... tons.

How much will it cost us to...?

I can't be sure, I can only guess.

It will cost ..., more or less.

I estimate that it will cost...

I suppose it might be cheaper to...

You are probably right.

Are these figures accurate?

No, this is only my appraisal.

It's almost the same as my estimation.

I think it will cost around...

I'm sure it will cost no more than...

**phrases that make
a special impression**

Fraasi che fanno ottima impressione

The national economy has not been very stable lately, although the business sector is trying not to **rock the boat**.

Agitare le acque

Investors are **walking on thin ice**.

On the other hand, some sectors will always find a way to exploit the situation.

D'altra parte

A country with a strong economy has a strong political influence. You know what they say: **money talks**.

Il potere è nel denaro

It's a whole **new ball game** since Europe established The Common Market.

E' tutta un'altra storia

Despite the Common Market, each country has to **stand on its own two feet**.

Cavarsela da solo

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4. CONTRACTS AND AGREEMENTS

Contratti e accordi

establishing commercial relations

Stabilire rapporti commerciali

The **contracting parties** have reached an agreement.

I contraenti

We want to **establish** and develop direct commercial relations.

Stabilire

It will be to our **mutual benefit** to sign a contract.

Beneficio reciproco

The agreement shall **come into force** on the date of its signature.

Entrare in vigore

...and shall remain **valid** for a period of one year.

Valido

This agreement is to be **in force** for twelve months.
In vigore

It **will be revised** on the basis of results achieved.
Sarà modificato

Upon the **expiry of this period** the agreement shall automatically remain in force for additional periods of one year.

Termine di questo periodo

...unless either party notifies the other in writing of its intention to **terminate** the agreement.

Finire

The **preamble** is part of the contract.

Preambolo

The preamble to this agreement constitutes an **integral part** thereof.

Parte integrale

The parties will approve this agreement with their **signatures**...

Firme

...after which the contract has to be **stamped**.

Bollato

This action will **give effect** to the document.

Mettere in atto

The contract will be **void** if it is not stamped on time.

Annullato

The **annex** contains all the necessary additions.

Sometimes a document may have an **appendix**.
Appendice

The appendix contains information that is **related to** the agreement.
Si riferisce a

All **supplements** have to be signed as well.
Supplementi

This agreement is approved **in the presence of** both parties.
Alla presenza di

Note the **accessory contract** added to the agreement.
Contratto supplementare

This contract is between a **borrower and a lender**.
Chi prende in prestito e chi fa il prestito

Possession of the goods does not change.
Possesso

Goods or equipment are **lent** for a period of time.
Dato in prestito

The equipment lent shall be in **good running order**.
In stato di funzionare bene

The borrower **undertakes** to keep and to maintain the equipment at his own expense.
Si impegna a

The borrower undertakes to pay **promptly** all taxes and fees.

Prontamente

He will be **accountable** for any damages.

Responsabile

The lender shall be **entitled** at any time to inspect the equipment.

Sarà autorizzato

None of the machines may be sublet to a **third party**.

Un terzo

All **customs duties** will be paid by the lender.

Diritti doganali

He will remain in **absolute ownership** of the equipment.

Proprietà completa

Any claims will be discussed in a **labor court**.

Tribunale del lavoro

The **bearer** of this document will represent us in this matter.

Latore, titolare

He will present a **Power of Attorney**.

Procura

legal aspects

Aspetti legali

Please send us a **preliminary draft** before printing the final copy.

Prima stesura

We would like to **revise** a few articles.

Modificare

We do not accept **clause** number 5.

Clausola

Our **analysis** of this clause was different.

Analisi

At this time the draft is still **revocable**.

Revocabile

Any one of the parties can **retract**.

Ritirarsi

Any **violation** of the terms of payment may lead to cancellation of the contract.

Violazione

The violating party will have to **compensate** the damaged party.

Risarcire

The **aforsaid** is accepted by both parties.

Suddetto

We have to check whether the document stands **in conflict** with commercial laws.

In conflitto

...if it does, the contract is **considered illegal**.

Considerato illegale

The **legal validity** of a contract is essential in case of a dispute.

Validità legale

In a dispute the contract will serve as **documentary evidence**.

Prova documentaria

International trade and agreements have to comply with **international law**.

Legge internazionale

Jurisdiction and arbitration are important clauses of a contract.

Giurisdizione

A document has to be **authentic** to be admissible in court.

Autentico

The document will also be checked for **falsification**.

Falsificazione

...in which case the court will declare that the document is **inadmissible**.

Inaccettabile

a price proposal (quotation)

Un preventivo

Kindly let us have a **quotation** for the items on the list enclosed.

Preventivo

Please send us your latest catalog and an **updated price-list**.

Listino prezzi aggiornato

Prices may **vary** every half year according to supply and demand.

Variare

To secure prices, please make an **advance payment** of 20%.

Pagamento anticipato

This special offer is **valid until** the end of the month.

Valida fino a

Prices are subject to change **without prior notice**.

Senza preavviso

This is due to the **changing exchange rates** of foreign currencies.

Variazione dei tassi di cambio

payment

Pagamento

Terms of payment for the first order will be **COD (cash on delivery)**

Contrassegno

Under a COD, payment is made on receipt of the goods; that means that the supplier does **not allow credit**.

Non fa credito

As this is the first time that we are working together, kindly arrange for **CWO (cash with order)** payment.

Pagamento della merce quando si ordina

CWO means that the buyer pays for the goods when he **places the order**.

Ordina

As you know, according to the contract, we are not **obliged to grant** any more credit.

Obbligati a accordare

...therefore credit will be granted only as an **act of good will**.

Atto di buona volontà

We will, however, **consider** granting you credit on future orders.

Valutare, esaminare

Payment will be made by a confirmed **irrevocable** letter of credit.

Irrevocabile

It will be opened in **our favour** with our bank in...

In nostro favore

Sometimes we may require a **cash deposit** before shipment.

Versamento in contanti, acconto

shipment and delivery

Spedizione e consegna

We are **bound** by our contract to supply the quantity

required immediately.

Siamo legati

The agreement **states that** two additional weeks are allowed to prepare custom orders.

Indica che

Inspection of the goods in respect of quality shall be effected by the buyer's representative.

Ispezione

Quality of the goods shall be confirmed by **certificates** issued by the manufacturing mill.

Certificati

The certificates shall show the **results** of the tests.

Risultati

We received an **overshipment** last time.

Spedizione eccedente

We have **warehoused** the quantity in excess.

Immagazzinato

Please note that the **packing list** should show the weight of the goods.

Lista degli imballaggi

Packing lists shall be made out in **quadruplicate**.

Quattro esemplari

Please send the invoice in **triplicate**.

Tre esemplari

The seller shall be responsible for any damage caused by **inadequate** or unsuitable packing.

Each package shall be provided with marking showing the **place of destination**.

Destinazione

Please note the **above mentioned**, to prevent loss of the goods.

Suddetto

issuing a tender (RFP)

Offerta di appalto

We will **grant a licence** for manufacturing this product domestically.

Concederemo una licenza

We will launch a **tender** for this project.

Offerta di appalto

Companies wishing to participate in the tender must send an **advance notice**.

Preavviso

Preference will be given to the company offering earliest delivery date.

Preferenza

how to complain?

Come reclamare?

I would like to make a complaint.

These are not the items we ordered.

As the goods have arrived damaged, please replace...

I'm not satisfied with...

The delay in shipment is unreasonable.

I can't imagine why you...

I'm very disappointed, I expected...

This is simply not good enough.

This is not the first time...

It has caused me enough trouble already.

I expect you to look into the matter personally.

Do you think you can sort out the problem?

How long will it take to fix the...?

I will have to ask you to be more cautious.

We should receive compensation for...

Please send us a refund for...

I'm afraid that's no excuse for shoddy workmanship.

I hope this will not happen again.

phrases that make a special impression

Frasi che fanno ottima impressione

I thought this contract would be **a piece of cake** to prepare.

Un gioco da ragazzi

Their constantly changing their minds was a **pain in the neck**.

Anyway don't get **carried away**, it isn't signed yet.
Perdere le staffe dall'emozione

There is nothing to discuss, this is my last offer. **Take it or leave it.**

Prendere o lasciare

I fixed all the articles as agreed. I **started from scratch** and rewrote the entire contract.
Ho cominciato da zero

Yes, I can approve this copy. It's **more or less** what we had in mind.

Più o meno

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5. RESEARCH AND DEVELOPMENT

Ricerca e sviluppo

general

Generale

Our **R&D (Research and Development)** Department has been expanded recently.

Ricerca e sviluppo

There is a great demand for **competent scientists**.

Scienziati competenti

People who search for and recruit new talent are called "**Head-Hunters**".

Cacciatori di teste

Our **chief scientist** is an international expert.

Scenziato principale

Many of our projects were based on his **evaluations**.

Stime

A large percentage of the company's revenue is **devoted** to research.

Devoto

All our latest technological developments are kept **strictly confidential**.

Rigorosamente segreti

We apply **strict safety tests** to all new products.

Rigorousi test di sicurezza

The **laboratory results** have proved to be trustworthy.

Risultati di laboratorio

Reliability is essential, especially for **delicate** lab equipment.

Delicato

All research **conclusions** should be filed as top secret.

Conclusioni

The security officer's duty, among his other duties, is to prevent **industrial espionage**.

Spionaggio industriale

New inventions will be registered as **patents**.

Brevetti

This action has been taken as a **precaution**, to secure the rights on our inventions.

Precauzione

Some discoveries occur simultaneously in several places through sheer **coincidence**.

Coincidenza

High-tech products are made only to order.
I prodotti high-tech

They have to be **custom built** for each client.
Su ordinazione

Sometimes we may produce only a **semi-finished product**.
Prodotto semi-finito

The client will then specify what final **adjustment** he desires.
Adattamento

All lines have to meet high **international standards**.
Standard internazionali

A **conveyor-belt** is used for mass production.
Nastro trasportatore

An **assembly-line** requires less man-power.
Catena di montaggio

The assembly line is flexible to permit **modifications** in the technological line.
Modifiche

Durables are goods that last a long time, like a television set, or a refrigerator.
Durevoli

Food and clothing are **non-durables**.
Non durevoli

Today many products are called **environmentally friendly**.

This means that they are made of **non-toxic** materials.
Non tossici

...which can be **recycled** after use.
Riciclati

presenting your product

Presenzaione del prodotto

I would like to outline the **main features** of this new product.

Caratteristiche principali

... and of course, I will compare it with similar **competing** products.

In concorrenza

In turning this product out, **emphasis** was laid on safety.

Rilievo

Our firm enjoys a reputation for giving **reliable service**.
Servizio affidabile

This is why our **trade mark** is clearly printed on the package.

Marchio di fabbrica

We believe that, following the latest **improvements**, our product will meet with a ready sale.

Miglioramenti

We may even boast that it is **unique** in its field.

Unico

It is easy to use, and **portable**.

Portatile

Several **professional articles** have described it as the best product of its kind available on the market at present.

Articoli professionali

The first **prototype** raised a lot of problems.

Prototipo

Many improvements have been achieved since we presented the first **mock-up**.

Modello

We eliminated **flaws**, if we found any.

Difetti

The reliability of this **component** is above average.

Componente

Let me point out some more **advantages**.

Vantaggi

It has an excellent new **shock absorber**.

Ammortizzatore

We have made the frame more **flexible**.

Flessibile

...and the rubber seal has made it **water proof**.

Impermeabile

The product is **hand made**
Fatto a mano

experimental
Sperimentale

disposable
Usa e getta

suitable
Adatto

satisfactory
Soddisfacente

accurate
Preciso

sensitive
Sensibile

reliable
Affidabile

sophisticated
Sofisticato

hi-tech
Hi-tech

unique
Unico

It is made of **natural** materials
Naturali

organic materials
Organici

silicone
Silicone

sawdust
Segatura

scraps
Scarti

stainless steel.
Acciaio inossidabile

armored glass
Vetro blindato

optic fibers
Fibre ottiche

artificial materials
Artificiali

This material is **smooth**
Liscio

delicate
Delicato

elastic

Elastico

fragile

Fragile

absorbent

Assorbente

porous

Poroso

viscous

Viscoso

sticky

Appiccicoso

dissolving

Dissolvente

solvent

Solvente

inflammable

Infiammabile

corrosive

Corrosivo

perishable

Deteriorabile

decayed

Putrefatto

coarse

Ruvido, grezzo

dense

Denso

homogeneous

Omogeneo

heterogeneous

Eterogeneo

key phrases in a presentation**Presentazione -frasi-chiave**

Good morning, thank you for coming.

I'm delighted to introduce Mr... from...

He is the development director at...

Hello, I have been invited to talk about...

My presentation will cover the following points...

Finally, I would like to summarize and draw conclusions.

Please save your questions until after the presentation.

On the board I have written the figures for...

These figures match the slides I will show later.

Let's take a look at page of the report.

Could we please turn off the lights?

I would like to show a video presentation we have prepared.

If you'll bear with me for just a moment...

That's a good question. We shall of course...

Before we finish, are there any questions?

I think my analysis shows that...

Thank you very much for your attention.

I hope the presentation has been helpful.

I have enjoyed being here today.

...and thank you for inviting me.

phrases that make a special impression

Fraasi che fanno ottima impressione

It goes without saying that every new product should improve on the previous one.

E' chiaro

The development department accompanies a product **all the way** until it is ready for marketing.

Durante tutto il percorso

We never **cut corners** on safety precautions.

Prendere scorciatoie

I love working with raw materials and watching them

Prendere vita

I'm having some trouble solving this, will you **lend me a hand**?

Darmi una mano

I'm sorry I don't have time right now, but I'll **look into it** tomorrow.

Esaminare

I could give you a few **tips** that might help you solve the problems faster.

Consigli





6. MEETINGS AND NEGOTIATIONS

Appuntamenti e trattative

schedule an appointment

Programmare un appuntamento

Good morning. I'd like **to make an appointment** with the sales director.

Fissare un appuntamento

I have received a letter, in which he offers his **cooperation**.

Cooperazione

The matter should be discussed in **greater detail**.

Maggior dettagli

My company is mainly **active** in distribution.

Attiva

It would be better if the sales director could **attend** the meeting as well.

Essere presente

Both of us can **benefit** from this meeting.

Beneficiare

Would he have some **free time** next week?

Tempo libero

What time would be **suitable** for me to come?

Va bene

It is much more **convenient** for us to meet in my office.

Comodo

I would like to **confirm** my appointment for tomorrow.

Confermare

Unfortunately, I'll have to ask you to **reschedule** the appointment.

Cambiare

Let's **arrange** a new date.

Stabiliamo

I'm sorry that I can't **keep the** appointment.

Venire

An emergency has turned up which **requires my attention**.

Richiede la mia attenzione

Perhaps we could fix an **alternative date** now.

Un'altra data

I will **confirm** the new date after checking my appointment book.

Confermerò

I suggest we meet for a **business lunch**.

Pranzo d'affari

That is the only time I have free; other than that, my **diary is full**.

L'agenda è piena

I will send you a brief before we meet, so you can **review** the data.

Riguardare

at the meeting

All'appuntamento

A **receptionist** receives the visitors and directs them.

Receptionist

Mr. ... is **expecting** you.

Aspetta

The **conference** will start in a few moments.

La conferenza

Meanwhile we can wait in the **waiting room**.

Sala d'attesa

Please follow me, I'll **show you** in.

L'accompagno dentro

I'm glad we've got this **opportunity** to meet.

Opportunità

I called this meeting in order to **reach a decision**.

Arrivare a una decisione

Let's get to the **core of the matter**.

Cuore dell'argomento

First, I would like **to outline the situation**.

Descrivere a grandi linee la situazione

It is important to **point out** that...

Far notare

Can I have your **analysis** of the report?

Analisi

I didn't quite understand, could you **clarify** that last point?

Chiarire

I'm sorry, I don't **follow you**.

Non La seguo

Let me **develop** that issue further.

Sviluppare

I think I can already **sum up** the main issues we've agreed upon.

Riassumere

It looks like we have **covered** everything.

Abbiamo trattato

I would like to **conclude** our meeting.

Concludere

Does anyone have any last **remarks** today?

Osservazioni

70

...If not, I **adjourn** this meeting for...

Rinviare

...and thank you for your **contribution**.

Contributo

I **look forward** to hearing from you soon.

Spero

negotiating

Trattativa

In negotiating, it is better to **propose than to impose**.

Proporre piuttosto che imporre

Do not ask for **favours**.

Favori

Use **obvious arguments** to make your point.

Argomenti ovvi

We agreed on most of the **terms** beforehand.

Termini

The meeting is to **discuss details**.

Discutere nei dettagli

We will have to **negotiate** a few items.

Negoziare, trattare

What is your **point of view**?

Punto di vista

Well, first I **object** to the terms of payment.

Mi oppongo

Your **bid** was less attractive than those of other firms.

Offerta

Perhaps we can **reexamine** our quotation.

Riesaminare

I **appreciate** your position.

Capisco

My firm has to **take into account** all aspects.

Prendere in considerazione

We are currently **negotiating** with a number of firms.

Trattiamo

No agreement has been **finalized** yet.

Concluso

We like to leave all our **options** open.

Opzioni

We can **offer you** a sole agency for one year.

OffrirLe

This will give us an opportunity to **evaluate your ability**.

Valutare la Sua capacità

Can you suggest a **compromise**?

Are you in a **position** to offer more significant discounts?

Una posizione

If I agree to the **modifications** you offer, can we close the deal?

Modifiche

Yes, these will be more **acceptable** terms.

Accettabili

I'll have to **amend** the quotation and send it back to you.

Emendare, rettificare

The agreement must be confirmed by **written notification**.

Notifica scritta

Do I have your **consent** to prepare the contract?

Approvazione

Let's work for a trial period without any **written commitment**.

Impegno per iscritto

Good, we've made some **progress** today.

Progresso

I'm glad we reached a **compromise**.

Un compromesso

Let me send you a **summary** tomorrow morning.

Riassunto

I hope this will lead to a **mutually profitable** business.
Reciprocamente proficuo

I look forward to a long and successful **association**.
Rapporti

how to show enthusiasm

Come mostrare entusiasmo

This is just what I wanted. It's great.

It's unbelievable, you read my mind.

Thank you, I'm flattered.

This is beautiful.

Perfect, I like it.

I love your new...

It looks incredible.

It's a wonderful idea.

It came as a pleasant surprise.

I admire the way you...

Good work, very impressive!

I'm amazed you finished it in time.

It sounds exciting.

The design is astonishing.

I didn't expect it to be so colorful.

It's very pretty.

It catches the eye immediately.

phrases that make a special impression

Frase che fanno ottima impressione

I'm sorry, I didn't mean to insult you, it was just a **slip of the tongue**.

Un lapsus

I hope we can **clear the air** between us before we continue.

Chiarire la questione

Of course I accept your apologies; **no hard feelings**.

Senza rancore

Before we start, give me your **bottom line**, what is the price?

L'essenziale

Please **bear with me** for a moment, and I'll explain all the details.

Abbia pazienza

I don't mean to **give you a hard time**, but I am in a hurry.

Creare dei problemi

Sir, if you will just **give me a chance**, I'm sure we can both benefit from this meeting.

Darmi la possibilità

I understand, but you see I have to **draw the line** if the project appears too expensive.

Mettere un limite

I'm sure we can **work out** all our differences and agree on the price.

Risolvere, trovare una soluzione

You certainly **drive a hard bargain**, I didn't expect to sell at this price.

Sa mercanteggiare

Let's **shake hands on** the contract, until the typist has it ready for signing.

Suggellare con una stretta di mano

Between you and me, you've got yourself a good deal.

Detto tra noi

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7. MARKETING AND SALES

marketing e vendite

market research

Ricerca di mercato

We are opening two new **branches** soon
Filiali

We work strictly on a **franchising** basis.
Franchising

We have to carry out some **market research** prior to the opening.

Ricerca di mercato

We will need a survey of **consumer habits**.
Abitudini di consumo

A variety of surveys are carried out to **gather information**.

Raccogliere informazioni

Market research is a **fact-finding** procedure.

Che indaga sui fatti

Most research is based on **statistics**.

Statistiche

It consists in gathering and **analysing data** on the relation between product and market.

Analisi dei dati

The research aims at **supplying** the right products for the right market, at the right price and time.

Fornire

Marketing research has to carefully assess **market trends**.

Tendenze di mercato

Only objective analysis can produce the right **conclusions**.

Conclusioni

A market **forecast** is essential for future planning.

Previsioni

The research will help us predict the **market share** we would have to reach for the new product to be profitable.

Quota di mercato

It will also enable us to determine the **break-even point**.

Punto di pareggio

Marketing

We would like our product to **penetrate** the market fast.
Penetrare

Therefore we shall have to offer a more **competitive** price.

Competitivo

If you **reduce costs**, the price can become more competitive.

Ridurre i costi

Market **fluctuations** make it impossible for us to keep the prices stable.

Fluttuazioni

Your prices are **reasonable**.

Ragionevoli

We would like to test the market first with a **trial order**.
Ordinazione di prova

We are confident that the goods will find a **ready sale** here.

Vendita rapida

Demand has lately exceeded the possibilities of **supply**.

Domanda; offerta

We have been **flooded** with heavy last-minute orders.
Sommersi

Can you guarantee regular deliveries for **large orders**?

If your prices are attractive, we will do our best to **promote sales**.

Promuovere le vendite

We have gained a wide experience of the **requirements** of the local market.

Esigenze

We have very good connections with all the leading **wholesale dealers**.

Grossisti

Through our **distribution channels**, we are able to reach almost all the **retailers**.

Canali di distribuzione / dettaglianti

We would be interested in examining the **display system** for your products.

Sistema di visualizzazione

What special discount could you grant a **sole agent**?

Un unico agente

I was **appointed** their sole agent for this area.

Sono stato nominato

Our sales agents work on **commission** only.

Commissione

Each agent has a **defined sales region**.

Zona di vendite definita

Agents are provided with samples and **demonstration models**.

In case of customer **insolvency**, commission will not be paid;

Insolvenza

...in the event of any commission having already been paid to the agent, it will be **refunded**.

Rimborsato

The sales manager receives **periodical reports** from his travelling salesmen.

Resoconti periodici

sales

Vendite

End of season sales usually bring in good money.

Saldi di fine stagione

Even better bargains can be found at **liquidation sales**.

Liquidazioni

We are closing for **renovation**; all goods at liquidation prices.

Lavori di rinnovo

If you persevere, you can find goods at **rock-bottom prices**.

Prezzi stracciati

In order to accelerate **stock rotation**, we advertise special offers for a limited time.

Rotazione dello stock

Chain stores and **department stores** offer a wide range of consumer goods.

Negozi della catena; Grandi magazzini

They invest effort in promoting the **point of purchase**.

Punto di vendita

We have seen your advertisement and would like **more details**.

Più informazioni

I have been studying the **catalogue** you sent me a few weeks ago.

Catalogo

I feel that there would be **considerable demand** for many of your items.

Domanda notevole

We would like to order the **following articles** from your catalogue.

I seguenti articoli

All you have to do is fill in the **enclosed coupon**.

Il tagliando allegato

The **local distributor** will deliver the order within 48 hours.

Il distributore locale

terms of payment

Termini di pagamento

We accept with thanks the 12% discount you **granted** us.

Concesso

The **draft** has been made out for payment 30 days after sight.

La cambiale, la tratta, l'assegno circolare

Would it be possible to receive a larger discount against **cash payment**?

Pagamento in contanti

We have a **low margin of profit**, which prevents us from granting any further reductions.

Basso margine di profitto

We are prepared to offer you the following terms of payment: half on order and the remainder in **monthly instalments**.

Rate mensili

We will place quite a large **initial order**.

Prima ordinazione

Can you guarantee regular delivery for **substantial orders**?

Ordinazioni considerevoli

For the order you placed with us, we suggest the **following terms**:

I seguenti termini

50% on your confirmation of the order, and the **balance** of 50% at delivery.

Il saldo

We will grant you **quarterly settlement terms** in the

Termini di pagamento trimestrale

As agreed, we will pay **COD (cash on delivery)** this time.

Pagamento in contanti alla consegna

The merchandise will be handed to you on **acceptance of payment**.

Ricevendo il pagamento

You proposed that we grant you **six months credit** for this initial order.

Credito di sei mesi

We have explained however that trial orders are supplied only against cash or **Letter of Credit**.

Lettera di credito

As soon as we **receive confirmation** that the L/C has been opened, we will ship your order.

Riceveremo la conferma

The initial order will be despatched, subject to our receiving **satisfactory references**.

Raccomandazioni soddisfacenti

It is customary to **grant credit** only after the customer has submitted business references.

Concedere un credito

Your order will be **processed** as soon as you let us have the customary trade references.

Trattata

Then we shall be glad to consider offering you **open-account** facilities.

Please supply us with information on your firm's **financial standing**.

Posizione finanziaria

documents

Documenti

We should be obliged if you would **quote** us your lowest price.

Indicare

Our agents have asked us for **quotations**.

Preventivi

All sales must be accompanied by an **invoice**.

Fatture

Invoices are used, among other purposes, for book-keeping and **stock control**.

Controllo dello stock

An invoice lists goods and states **price per unit**.

Prezzo dell'unità

It also states the date and means of dispatch, and the **total amount owing**.

Importo totale da pagare

A **pro-forma invoice** is similar to the commercial invoice.

Fattura proforma

The goods are dispatched to the customer after **payment has been received**.

Il pagamento è stato ricevuto

On receipt of the goods, the receiver signs the **delivery note**.

Ricevuta di consegna

His signature implies that the goods have arrived as ordered and in **good condition**.

Buono stato

A **receipt** is a written acknowledgement for things received, money or goods.

Una ricevuta

The sales department is instructed to **confirm** every order before shipping.

Confermare

Please confirm by letter or fax the **order you placed by telephone**.

L'ordinazione fatta telefonicamente

After approval, the order **will be carried out**.

Sarà eseguita

If a client returns goods, we issue a **credit note** in his favor.

Nota di accredito

making your acquaintance

Come far conoscenza

I don't think we have met, have we?

Let me introduce myself, I'm from ... Ltd.

Hello, I represent...

Excuse me, I didn't catch your name.

My name is ... , and I am the ... manager.

Here's my card.

Let me give you my fax number as well.

This is my colleague, Mr...

I'm very pleased to meet you.

How do you do?

I don't think you have met ..., have you?

...and I believe you already know...

Sure; we met at the last conference.

Yes, I have. It's a pleasure seeing you again.

Hello, it's nice to see you again.

May I have the pleasure of introducing...

I'm glad we have finally met.

We should get together some time.

I'll give you a call.

Please do.

phrases that make a special impression

Frase che fanno ottima impressione

Our last product really **hit the jackpot**; the demand

was higher than we expected.

Vincere un terno al lotto

This marketing idea is great, **the sky is the limit** with all the opportunities we have.

Tutto è possibile

Don't worry, I'm sure you will succeed, **all in good time**, you've just got to be more patient.

A tempo debito

I've just finished two long meetings and I have a headache, I think I'll **call it a day**.

Ho finito per oggi

If your strategy is likely to increase sales, you have my consent to **go ahead**.

Andare avanti

I didn't believe he would make it, but you know what they say, you can't **argue with success**.

Non si possono negare le evidenze

If you are certain that's the right thing to do, then **go for it!**

Procedi!

I know what I hope to achieve, but I'm not sure how to **go about it**.

Come fare

how to confirm and approve?

Come accettare e confermare

You're absolutely right.

I can't agree with you more.

That's what I think.

That's exactly what I mean.

In such a situation, I would do the same.

I suppose you are right.

Yes, that's a good idea.

I will support you with the...

You have my consent.

I think we have a basic understanding.

All right, I will see to it.

Trust me, I'll take care of it.

You can count on me.

Go ahead, you can...

No, I don't mind, please do.

That will be just fine.

Good, this is just what I wanted.

Yes, I'll approve the...

Please get confirmation before...

That's fine by me.

I'm in full agreement.

I'll get down to it straight away.

Frasi che fanno ottima impressione

Of course you can print this file, **as a matter of fact** this printer was designed to support graphics.

In verità

I like the challenge, I will get this project done by **hook or by crook**.

Con le buone o con le cattive

I will take care of this right away, **consider it done**.

E' cosa fatta

It is very simple to operate this program, I'll have it done **in no time**.

In men che non si dica

The computer program works **on and off**, I can never rely on it.

A intermittenza



8. TRANSPORTATION AND INSURANCE

Trasporto e assicurazione

transportation

Trasporto

Means of **conveyance** circulate by land, sea or air.

Trasporto

Route selection depends on many **factors**.

Fattori

Air **transportation** used to be chosen only for small goods of great value.

Trasporto

Airfreight used to be very expensive.

Spedizione per via aerea

Today **commercial aviation** is more commonly used.

Aviazione commerciale

Air freight is also the **solution** when time is short.

La soluzione

Please advise us the moment the **consignment** is ready for dispatch.

La spedizione

Pack in **shock-resistant** and waterproof containers.

Anti urti

Sometimes we might use **disposable packing** for convenience sake.

Imballaggio usa e getta

Insufficient packing might lead to the goods being damaged.

Imballaggio insufficiente

Speakit

general terms

Termini generali

Incoterms are international commercial terms used worldwide.

Termini commerciali internazionali

We have our own **means of transportation**.

Mezzi di trasporto

We will collect the goods **ex works**.

Franco fabbrica

Ex works means off the seller's **premises**.

Locali

The buyer takes **responsibility** for the goods from the seller's warehouse.

Responsabilità

He has to **arrange transport** and insurance by his own means.

Organizzare il trasporto

F.O.B. means Free on Board; it is used in aerial and **marine shipping**.

Spedizione marittima

The seller is responsible for **loading** the goods on board the ship.

Caricare

The buyer takes over, the moment the goods have passed the **ship's rail**.

Il parapetto della nave

We will send you an **advice** of dispatch as soon as the shipment leaves.

Avviso

This letter informs the buyer that the goods have left the point of **departure**.

Partenza

Under C&F the seller covers the **entire voyage**.

Tutto il viaggio

This means that the seller covers the **cost and the freight**.

Il costo ed il trasporto

Freight is the money paid for the **conveyance** of goods.

It can be **assessed** by volume, weight or value.

Stimato

The buyer picks up the goods when they reach the port of **destination**.

Destinazione

The buyer **bears** all insurance risks from the moment the goods have been loaded on board.

Si assume

If the seller pays for part of the **insurance**, the term will be C.I.F., meaning Cost, Insurance and Freight.

Assicurazione

Under CIF, insurance is taken out by **both parties**.

Entrambe le parti

The seller will take out a **general average** insurance.

Avaria

The buyer on the other hand protects himself against **special risks**.

Rischi speciali

documents

Documenti

There are many **documents** used in shipping and transport.

Documenti

A **bill of lading**, used in transportation by sea, is a receipt from the shipowners;

Polizza di carico

...it describes the goods and is also a **contract of affreightment**.

Nolo marittimo

A bill of lading is a receipt that **proves ownership** of the goods.

Dimostra la proprietà

Its equivalent in land transport is the **waybill**.

Bolla di trasporto, di accompagnamento

A **dock warrant** is a receipt for goods deposited in dock warehouses.

Documento di deposito nei magazzini portuali

All documents relating to the cargo have to pass through the **port authorities**.

Autorità portuali

The **invoice** for the goods has to be sent to the buyer.

Fattura

The **packing list** helps identify the incoming goods.

Distinta della merce

If you have any complaints to the **carrier**, bring it to his knowledge at once.

Spedizionario

Notify the forwarding agent about any **deficiencies in shipment**.

Carenze nella spedizione

Attach a copy of your **insurance policy** to the complaint.

Polizza di assicurazione

Lay time will commence six hours after the ship's arrival.

Il tempo d'attesa

A bonded warehouse is a building in which dutiable goods may be stored.

Un magazzino doganale, un deposito franco

The goods will be stored until **duties** have been paid.

Dazi doganali

Speakit

insurance

Assicurazione

What is your **insurance policy number**?

Numero della polizza di assicurazione

A policy is a document listing the **conditions** under which goods are insured against risks.

Condizioni

It also states the **term** of expiration of the insurance policy.

Termine

The policy **requires** a description of the property insured.

Esige

It **delineates** the hazards insured against.

Will you please **quote** your rates for the cover?
Fare un preventivo

What will **the annual premium** be?
Il premio annuale

The **premium** is the amount of money paid to insure the goods.

Il premio

The insurance contract does not **enter into force** until the premium is paid.

Entra in vigore

The insurance company **issues** an insurance policy at your request.

Emette

To do this, you should contact your **insurance agent**.

Assicuratore

A claim for damages must be **supported** by the relevant documents:

Supportato

...the insurance policy, invoice, bill of lading, certificate of loss and an **assessor's report**.

Il rapporto del perito

An assessor has to **estimate** the damage.

Stimare

...and of course **proof of loss** has to be shown.

Prova della perdita

All this information has to be sent to the **claims department**.

Servizio denunce sinistri

We enclose the **average adjuster's report** and photographs.

Il rapporto del perito dell'assicurazione

How do you **assess** the premium?

Valuta

The premium in most cases is determined by a **declaration** of the insured party.

Dichiarazione

It also **takes into consideration** the amount of risk.

Prende in conto

The insured party **declares** that the facts presented are true.

Dichiara

The insurance contract may be **void** if any of these facts prove to be untrue.

Invalido

Lloyd's is an **association** of underwriters (insurers) and insurance brokers.

Associazione

It does not trade in insurance, but acts as a **governing body**.

Consiglio direttivo

They make rules and **arrangements** to help insurance

different types of insurance

Diversi tipi di assicurazioni

A **valued policy** specifies the agreed value of the subject-matter insured.

Polizza stimata

In an **unvalued policy**, the sum written is not the value of the property insured.

Polizza non stimata

It states **the maximum limit** of recovery in case of total loss.

Il limite massimo

Could you insure the following goods **against all risks**?

Contro tutti i rischi

“Against all risks” does not really **cover the goods** against all risks.

Copre i beni

It covers against risks that **cannot be foreseen**.

Imprevedibili

Perhaps the insurance that covers most risks is **total loss or damage**.

Perdita totale o danno

Losses arising as a consequence of improper packing will not **be indemnified**.

Does the **extent of liability** cover flood and earthquake?

L'estensione della responsabilità

Force majeure includes natural disasters such as storms, earthquakes, floods and destruction by lightning.

Forza maggiore

It also relates to acts of war, riots and **revolutions**.

Rivoluzioni

What other types of insurance do you offer? What is **total loss**?

Perdita totale

Total loss makes the property **valueless** to the owner.

Senza valore

Actual total loss refers to the physical disappearance of the goods.

Perdita totale effettiva

Constructive total loss means that the goods still exist physically.

Perdita totale costruttiva

The goods are so badly damaged however, that it is **uneconomical** to repair them.

Antieconomico

The cost of repairing the goods would exceed their value.

Il costo

We also offer **average loss insurance**.

Assicurazione avarie

Average loss is of **two kinds**: general average and particular average.

Due tipi:

General average is declared as a state of emergency.

L'avaria

Goods are destroyed **deliberately** to prevent a disaster.

Deliberatamente

Particular average is an involuntary and accidental loss.

Avaria parziale

It will cover the goods against **certain risks**.

Certi rischi

A **floating policy** is taken out for a year, for a total amount of cover.

Una polizza flottante

Every time that a shipment is made, **the cover value** of the respective shipment is deducted from the total.

Il valore di copertura

The **open cover** is a marine insurance policy taken out for a year.

La copertura aperta

The value of the property has only been **estimated**.

Stimato

There is a maximum figure for any **individual shipment**.

Spedizione individuale

The policy will be renewed when the entire amount of money has been **expended**.

Speso

Since it is not possible to send the policy itself with every shipment, individual shipments are **accompanied** by certificates of insurance.

Accompagnate

The **voyage policy** insures the goods for a single voyage.

Assicurazione per la traversata

It is taken out by firms that make **infrequent** shipments.

Rare

The time policy usually covers the ship for a specific **interval of time**.

Intervallo (di tempo)

During this time more than one voyage may be **carried out**.

Effettuato

The **mixed policy** combines the voyage policy and the time policy.

Polizza mista

It may contain a '**continuation clause**' stating that the risk remains covered if the ship is at sea when the policy expires.

Clausola di proroga

how to disagree?

Come esprimere il proprio disaccordo

I'm afraid I can't agree.

I believe you may be wrong.

I'm sure you have made a mistake.

I have to differ with you on this point.

I am not convinced that...

I'm not sure yet.

I can't make up my mind.

I would like to look into it first.

I'd like to think it over.

Please check the figures again.

They don't accept your recommendation.

That can't be right.

No, that is not true.

I don't approve the...

I don't agree.

I disagree with...

phrases that make a special impression

Frase che fanno ottima impressione

It was a **load off my chest** to find that I'm covered by

Just **for the record** I would like to state that I have never had an accident before.

Per la cronaca

Before they agree to compensation, the insurance company intend to **get to the bottom of** the case.

Andare al fondo di

...and **last but not least** they would like to hear your personal statement.

Ultimo, ma non per questo meno importante

To make a long story short they will conduct a thorough investigation and that can take a long time.

Per farla corta

In the **long run**, it's not always worth the effort.

Lungo termine



9. EXHIBITIONS AND TRADE FAIRS

Mostre e fiere

general terms

Termini generali

An international trade fair is an opportunity for manufacturers to meet their **overseas distributors**.
Distributori d'oltremare

Many firms participate in a fair as a matter of **prestige**.
Prestigio

Other firms hope that **participation** will increase the number of their clients.
Partecipazione

We want to **launch** a new product.
Lanciare

During the fair we will hand out **questionnaires** to check public interest.
Questionari

New patents and **innovations** are presented.
Innovazioni

We present our **latest** models and products.

Gli ultimi

We may exhibit a **mock-up** of our new model.

Modello

Demonstrations are held every two hours.

Dimostrazioni

The public relations department prepares a **brief** that supplies information.

Compendio

We usually **provide** catalogues and posters to create public interest.

Forniamo

Leaflets and brochures will include **additional information**.

Informazioni supplementari

We are looking into a different **booth design** for our new line of products.

Design dello stand

We believe that a **gimmick** that catches the eye will promote sales.

Trucco

Our brochures are full of **technical information**.

Informazione tecnica

They specify the new features and **advantages** of our product.

Vantaggi

Participants in the **press conference** will receive more details.

Conferenza-stampa

Exhibits on display are usually not for sale on the spot.
Gli articoli esposti

However, you can always **place an order** during the fair.

Effettuare un'ordinazione

In most cases, firms offer **discounts** on orders placed during the fair.

Sconti

...and, after closing, exhibits that have been on display are sold at **rock-bottom prices**.

Prezzi stracciati

Specialized fairs are of little interest to the general public.

Fiere specializzate

Businessmen meet during the fair, and may continue to **exchange information** afterwards.

Scambiare informazioni

Make sure you save all the **business cards** you receive.

Biglietti da visita

ordering a stand

Ordinare uno stand

Where is the fair **located**?

Ubicato

Can we still **book a stand**?

Prenotare uno stand

I would like to book a stand near the **main entrance**.

Entrata principale

I am sorry all these stands are already **reserved**.

Riservati

Small stalls are available in the **main hall**.

Hall principale

Do you still have a **corner stand**?

Stand all'angolo

Have you received bookings from companies involved in our type of **activity**?

Attività

We would like to be situated at a distance from our **competitors**.

Concorrenti

Please send me a **booking form** by fax.

Modulo di prenotazione

Send back the forms before the **registration deadline**.

Termine per l'iscrizione

The deadline for **applications** is three weeks from now.

Richieste

I will send you the documents by **special messenger**.
Fattorino speciale

Can you please **register** our firm for a stand?
Iscrivere

Of course, but we will need a **deposit**.
Acconto

What does the cost of the booth **include**?
Include

I hope the cost includes insurance and **maintenance**.
Manutenzione

Sure, it also covers night **security**.
Guardia

Please send all **correspondence** to our marketing manager.
Corrispondenza

Whom do I contact, if I need further **clarification**?
Chiarimento

We hold **at your disposal** any further information you might need.
A Sua disposizione

If something is unclear, do not **hesitate** to contact us.
Esitare

checking last minute details

Verifica degli ultimi dettagli

When is the exhibition **open to the public**?

Aperta al pubblico

The trade fair will be open on **week days** only.

Giorni feriali

How many visitors are **expected** to arrive?

Previsti

We expect the same amount of **public interest** as last year.

Interesse pubblico

What is your publicity and advertising **budget**?

Budget

We have **increased** last year's budget by 20%.

Abbiamo incrementato

This is a **unique** trade fair, the only one in its field.

Unico

We expect wide **press coverage**.

Rassegna stampa

My company would like to advertise in the **fair's catalogue**.

Catalogo della fiera

Does it carry **professional articles** as well?

Articoli professionali

No, we only have a **list of exhibitors** and

Lista degli espositori

Each **exhibit** appears in the fair catalogue.

Articolo esposto

The catalogues and **invitations** will be sent out before the fair.

Inviti

The fair is **sponsored** by the government.

Sponsorizzata

It is also **backed by** the Board of Education.

Appoggiato/a

What **events** are planned to take place?

Eventi

We will **organize** free lectures for the public.

Organizzeremo

And we will also hold an **experts' conference**, to get more press coverage.

Conferenza di specialisti

Delegates from all over the world will attend the convention.

Rappresentanti da tutto il mondo assisteranno al congresso

International conventions hire **simultaneous interpreters**.

Traduttori simultanei

special requirements

Richieste speciali

Can you let us have **complimentary tickets** for this event?

Biglietti omaggio

Each exhibitor receives two complimentary tickets for the **opening conference**.

Conferenza d'apertura

Please send ten exhibitor name-tags for my **staff** as well.

Staff

Are there **parking facilities** for the exhibitors?

Parcheggi

I would like an **outdoor booth**.

Stand esterno

Can I have the **plan** of the booth?

Pianta

I would like to consult my **interior decorator**.

Architetto d'interni

All our stands are of **standard** size and shape.

Standard

In that case, we will need a **custom-made stand**.

Stand su misura

We will build the stand ourselves according to our own **specifications**.

What is the **maximum permitted height** of the stands?
Altezza massima autorizzata

We want more **power points** in our booth.
Prese elettriche

...and more **spot lights**.
Spot

No problem, but you will be **invoiced** separately for electricity.

Sarà fatturato/a

Are audio-visual **presentations** permitted?
Presentazioni

at the fair

Alla fiera

Hello, I **represent** ... Ltd., can I help you?
Rappresento

Have you **come across** our products before?
Ha già sentito parlare...?

I can **supply** you with further information about our firm.

Fornire

Are you **familiar with** these instruments?
Ha familiarità con...?

If you have a **spare moment**, I'll give you a demonstration.

Un attimo libero

I would like to explain the **advantages** of this new product.

Vantaggi

Who is your present **supplier**?

Fornitore

Would you like me to send you a **quotation**?

Preventivo

I'll take your card and **contact** you after the fair.

La contatterò

When would be a good time to **arrange** an appointment?

Fissare

I could make a detailed **presentation** at the same time.

Presentazione

Good, I'll call you tomorrow for **the final details**.

I dettagli finali

I **look forward** to meeting you again. Goodbye.

Spero

how to apologize or accept an apology

Comment scusarsi o accettare una scusa

Please don't let it happen again.

I don't think that is a good enough excuse.

I'm sorry about that, it's the first time this has happened.

It's my mistake, sorry.

I apologise, I didn't mean that to happen.

We are doing everything to solve the problem.

I can assure you it won't happen again.

I'm sorry for the inconvenience, can I help in any way?

Please forgive me.

I hope you will accept my apologies.

I'm extremely sorry.

Is there any way I can make it up to you?

Under the circumstances I accept your apology.

That's OK, it doesn't matter.

Don't worry about it.

Don't mention it.

That's alright. Mistakes will happen.

You have been very kind, but this is most disappointing.

phrases that make a special impression

Frasi che fanno ottima impressione

Every time I have to give a lecture in front of a large audience, I **get cold feet**.

Avere fifa

The fair was a lot of work, but **all in all** it was worth while.

Tutto sommato

Hi, **long time no see**. How have you been since the last fair?

Da quanto tempo!

Right, let's get the **show on the road**.

Cominciamo!





10. ADVERTISING AND PUBLIC RELATIONS

Pubblicità e P.R.

general terms

Termini generali

We have a good **advertising agency**.
Agenzia pubblicitaria

Their **advertising campaign** has proven to be effective.
Campagna pubblicitaria

The **budget director** is an open-minded man.
Direttore del bilancio

He's the person who makes **the presentation** of the campaign to the client.
La presentazione

Before starting a campaign, he has a **thorough study** of the market made.
Studio approfondito

They have a large **research department**.

...and their **arguments** are backed up by facts.

Argomenti

When the ads are ready, a **random group** is asked to provide an opinion on the product.

Gruppo randomizzato

These studies can show the potential effectiveness of the campaign before it is **launched**.

Lanciato

After these interviews the **copywriter** may want to make some changes in the text.

Copywriter, redattore pubblicitario

Sometimes he might even write a new **slogan**.

Slogan

Grammatical accuracy is vital in writing an advertisement.

Precisione grammaticale

Always **proof-read** the copy twice.

Rilegga

Proof-reading is essential if you want to **avoid** mistakes.

Evitare

Pay attention to correct **punctuation**.

Punteggiatura

Their ads are **creative** and attract attention.

Creativi/e



We like to use a wide variety of **advertising media**.

Mezzi di pubblicità

Publicity can be obtained through local newspapers.

Pubblicità

They have a large **circulation** within a limited area.

Distribuzione

A **double spread** is used to double the impact of the ad.

Pubblicità su pagina doppia

The center spread and the **back cover** are the most expensive advertising locations.

Quarta di copertina

We would like to run the advertisement for a **trial period**.

Periodo di prova

When working with magazines, you have to meet a **deadline** in submitting your material.

Scadenza

Billboards are used for country wide exposure.

Tabelloni pubblicitari

These outdoor advertisements usually comprise a large **visual element**.

Elemento visuale

...and have to have a clear **short slogan**.

Slogan corto

K.I.S.S. is the first rule of outdoor advertising; it stands

for Keep It **Short and Simple**.

Corto e semplice

The **layout** should be attractive and very clear.

Layout

An original graphic design attracts more **attention**.

Attenzione

Illustrations can provide a **stunning** visual effect.

Illustrazioni; favoloso

We keep an updated **mailing list** of our customers.

Indirizzario, mailing list

Direct-mail advertising aims at a specific individual.

Pubblicità diretta

This is why a **personal approach** is used.

Approccio personale

A full-color **catalogue** is added to the letter.

Catalogo

In the letter we insert a **coupon** offering a discount.

Tagliando

The offer is **valid** for a limited period of time.

Valida

After that date, the offer **expires**.

Scade

The **telemarketing** division will call before the expiry date.

Sometimes a **follow-up** letter is used instead.
Seguito

Every three months we send out a **mail-order catalogue**.
Catalogo di ordinazione per corrispondenza

Orders can be placed by phone, using **credit cards**.
Carte di credito

Radio advertising was **popular** before the era of television.
Popolare

Commercial **jingles** were broadcast during programs.
Jingle

In this medium the **soundtrack** had to "catch the ear".
Colonna sonora

It is important to choose a good **narrator**.
Recitante

Today **television advertising** is believed to be most effective.
Pubblicità in TV

Television has made it possible to show actual **demonstrations**.
Presentazioni, dimostrazioni

...and a **comparison** between different products.
Paragone

Subliminal advertising is illegal in most countries.

Pubblicità subliminale

A commercial **spot** is bought for a specific program.

Spot pubblicitario

Pay careful attention to the **timing** of your spot.

Momento scelto

Prices are not **fixed**; ads that are broadcast at prime time are liable to the highest rates.

Fissi

The tariff of ad broadcasting is determined by the **popularity rating** of the program in which it is broadcast.

Indice di popolarità

Prices are measured in cpt. which stands for **cost per thousand**.

Costo per mille

This means the amount of money that has to be **invested** to reach a thousand viewers.

Investito

Television commercials are very expensive to **produce**.

Produrre

The **production manager** is responsible for not exceeding the budget.

Direttore di produzione

A **professional director** is chosen to perform the task.

Regista professionista

He **coordinates** the actors and the **technical staff**.
Coordina; staff tecnico

Sometimes he will want to build a special **set**.
Set, scenario

At other times he will want to shoot **on location**.
In loco

public relations (P.R)

Pubbliche relazioni (P.R.)

Public relations is also considered a form of advertising...

P.R.

...which helps to create and maintain the company's public **image**.

Immagine

Some people believe that this kind of advertising, by P.R., is most **effective**.

Efficace

A company's image can **guarantee** high quality or reliable service.

Garantire

The P.R. department supplies the media with information that can be **considered as** news.

Considerato

Information that is presented as news appears more **authentic** than an advertisement.

A public relations campaign has to be **planned thoroughly**.

Pianificata minuziosamente

It has to be based on information and **solid facts**.

Fatti consistenti

Advertising, on the other hand, is a **manipulation of information**.

Manipolazione dell'informazione

The Public Relations Department also prepares **press conferences**.

Conferenze-stampa

These conferences are held every time there is information of **public interest**.

D'interesse pubblico

Newspapers will receive a **press release** that includes all the relevant information.

Comunicato stampa

offering an alternative

Offrire alternative

Maybe you would prefer...

I think you would like... instead of...

Perhaps you would like to...

It would be better to...

There is another possibility that we should consider.

Which of the alternatives do you prefer?

Would you like to... or to...?

Don't you think we should...?

Another way to do it is to...

We have to choose between... and...

There are a number of options.

I think you should try... before...

Let me offer another idea.

There is a different way to...

Of course another way of looking at it is...

Had you considered...?

phrases that make a special impression

Fraasi che fanno ottima impressione

The short time allowed for the campaign makes me feel as though I were in a race **against the clock**.

Contro il tempo

We will have to work over the weekend, if we want **to meet the deadline**.

Rispettare la scadenza

Come on, let's **get rolling**, we have a lot of work to do.

Cominciare

Once in a while, all the staff gather for a **brain storming** session, and try to come up with new

On T.V. you have to **make your point** before you lose the viewers' attention.

Esprimere il proprio punto di vista

I would say that **in the long run** advertising is worthwhile.

A lungo andare

You know what they say, **one picture is worth a thousand words.**

Un'immagine vale mille parole





11. LEGAL ASPECTS

Aspetti legali

the trial

Il processo

We have filed a **civil action** against your firm.
Parte civile

The company will be tried for **negligence**.
Irresponsabilità

Since all efforts to **achieve a compromise** have failed...

Giungere ad un compromesso

...it is our decision to **prosecute** your firm.
Faure causa, intentare giudizio

We believe we are **entitled** to compensation.
Abbiamo diritto

We presented the **statement of claim** last week.
Atto di citazione

The court will have to determine **liability** in this matter.
Responsabilità

Did the court receive the **statement of the defence**?
Comparsa di costituzione

We have provided our lawyer with a **Power of Attorney**.

Procura

We have complete confidence in his **integrity**.
Integrità

He will collect a **deposition** from all witnesses before the trial.

Deposizione

A witness' **affidavit** may serve as evidence.
Affidavit

The **prosecuting attorney** will start the trial.
Pubblico ministero

He will present his **allegations** before the court.
Allegazioni

The second stage of the proceedings will be the defence **plea**.
Patteggiamento della pena

The **attorney for the defence** will speak on behalf of his client.
Avvocato della difesa

The accused can **plead innocent or guilty**.

When this stage is over, the prosecution will be recalled for a **replication**.

Replica

A case can not be based on **speculations**.

Congettura

Evidence will be **submitted** in support of claims.

Presentato/a

The prosecutor may want to call witnesses to the court to give **testimony**.

Deposizione

...of course he will try to offer some **conclusive evidence**.

Prova schiacciante

Even an eye-witness' testimony can be **controversial**.

Controverso

All the evidence or testimony must have **relevance** to the case.

Rilevanza, pertinenza

The attorney for the defence is then called for a **rejoinder**.

Replica

He will offer the defence's **point of view** to the allegations.

Punto di vista

He may also raise **objections** to some of the claims.

The defence may want to **cross examine** the witnesses.

Sottoporre a controinterrogatorio

They will try to present the **evidence as conflicting**.

Prove contraddittorie

The **proceedings** will continue, until the judge reaches a verdict.

Le azioni giudiziarie

The judge will **take into consideration** all the evidence, before making his decision.

Prendere in considerazione

The judge will give a **verdict** based on the arguments presented.

Verdetto

... after which he will pass **sentence** on the guilty party.

Condanna, pena

All **law costs** will be covered by the losing party.

Le spese giudiziarie

Either party can **lodge an appeal**, if it feels justice has not been served.

Proporre un ricorso

This appeal will be discussed in the **Court of Appeal**.

Corte d'appello

In matters of public interest, a **petition** may be filed.

Istanza

Sometimes the **Supreme Court**, the highest instance, will be asked to rule in these matters.

Corte Suprema

The Supreme Court's ruling may **set a precedent**.

Creare un precedente

The precedents may be resorted to as **reference** in future proceedings.

Riferimento

arbitration

Arbitrato

In case of **dispute**, the differences between the parties will be submitted to arbitration.

Disputa

Both parties would like to reach a **settlement** without going to court.

Intesa

Any disputes arising in connection with this contract shall be finally settled by **arbitration**.

Arbitrato

Each party will appoint its own arbitrator and the **arbitration court** will nominate a third.

Corte di arbitraggio

The arbitration tribunal shall consist of two arbitrators and an **umpire**.

Arbitro

The umpire will be **nominated** by the court...

L'arbitro sarà nominato

...in order to prevent any **conflict of interest**.

Conflitto di interessi

Each party will appear before the tribunal and present its **arguments**.

Argomenti

The arbitration will suggest a fair **compromise** to the parties.

Compromesso

The parties agree that the **award (or ruling)** shall be obeyed and observed by both.

Sentenza

Both parties have to **comply with the resolution**.

Attenersi alla risoluzione

The arbitration is as **binding** as a court ruling.

Vincolante

financial disputes

Disputa finanziaria

We are afraid our **experience** with your firm has not been pleasant.

Esperienza

More than once have we had to remind you that payment was **overdue**...

In ritardo

...and the balance, when paid, was not **adjusted according to** the legal rate of interest.

Conforme a

It seems that you have no intention of **discharging your liabilities**.

Eliminare i propri debiti

We insist that your **remittance** reach us within five days from...

Pagamento

Otherwise, we will have to place the matter in the hands of our **solicitors**.

Avvocati

We shall instruct our solicitors to enforce payment by **legal means**.

Mezzi legali

Unfortunately, obtaining payment through legal channels is the only **alternative** you leave us.

Alternativa

We shall be forced to seek assistance from a **debt-collecting agency**.

Agenzia di recupero dei debiti

This will surely prove an **unpleasant experience** for your company.

Esperienza sgradevole

Our **legal adviser** has instructed us to sue your firm.

Consulente legale

We will demand full payment and **compensation**.
Indennizzo

We also intend to ask the court to **confiscate** the remaining stock.

Confiscare

This matter has caused us **indirect damage** in many ways.

Danni indiretti

The **compensatory damages** will be determined by the judge.

Risarcimento danni materiali

how to invite people?

Come invitare

We would like you to join us.

I would be very grateful if you could come.

Would you be able to attend the meeting?

I'd like to invite you to...

Could we meet over lunch?

What date would be suitable?

Would you like to come to dinner at my house?

Great, I'm looking forward to it.

I'd be very pleased if you could join us.

It will be an honor to...

When can you come and visit us?

It will be a pleasure to have you over.

You must come and see our new...

I won't accept 'no' for an answer.

What time would be best for you?

Good, I'll be expecting you then.

Can I take you out to lunch?

phrases that make a special impression

Frasi che fanno ottima impressione

Hold your horses, you can't accuse anyone unless you have proof.

Aspetta!Aspetti!

You can settle this case out of court. Don't tell me it's not possible. **Where there's a will, there is a way**.

Volere è potere

Before I can represent you in court, I have to know the truth, so please **level with me**.

Dimmi come stanno le cose/Mi dica come stanno le cose

I can trust my lawyer to back me up **through thick and thin**.

Nella buona e nella cattiva sorte

I have a feeling that we only **scratched the surface** of this case and that we should go deeper into the matter.

Abbiamo toccato in superficie

Someone is holding back information, I **smell a rat** and

I'm going to find out the truth!

Sentire puzza di bruciato

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